



angus **Raff** angus



TO WHOM IT CONCERNS

As some of you may be aware we are taking our total land aggregation here at Drillham to auction on July 24th – this letter is to explain and give reasoning as to why this decision has been made.

There are a number of rumours travelling the country side about why we have made such a decision. Contrary to these rumours we are *not* broke, I am *not* mentally unwell and in a dark place, my wife is *not* taking the kids with her back to Adelaide without me, we have *not* had a family feud with Anna and I sending David and Jill as far away as possible and my parents have *not* deserted us.

In June last year Mum and Dad visited King Island and instantly got excited about its productive nature, reliable environment and relaxed lifestyle. Late December a 385 acre property was purchased within the Lymwood district. In January one hundred and fifty heifers that were on agistment on mainland Tasmania were shipped across. As my parents had allowed Anna and I to make daily management decisions up here for many years, Dad was itching to 'have a go himself' again. His passion and enthusiasm was not yet resolved to playing golf and reflecting on his past life. Jilly is a wonderfully loyal wife. It was no doubt a massive tear away from family and friends but she has never shied away from a new challenge and certainly has the personality to make new friends wherever she goes. I have often been asked why would they move onto an island at their age – my simple response was ... they have been stuck on an island here at Drillham for the past decade and ... it is also easier to grow a garden down there!

Following the above Anna and I started thinking about our future. We have four children – Harry aged 10, Charlie 9, Georgina 7 and Olivia aged 4 years. Anna's parents live in Adelaide, mine now at King Island.

I have been associated with the seedstock business all my life. It is intense ... seven days a week. One on-property sale comes and goes then another starts. The relentless nature of the high intensity level that we run it at does come at the cost to family life. The ultimate reason for the sale of our total land aggregation here at Drillham is so that we can change our business model from a 500 cow 100% seedstock program to a 20–30% seedstock / 70-80% commercial program. This will allow Anna and I to spend more time with our children. They are fast growing up and as most experienced parents would say ... you only have them for a short time so make the most of it.

Where are we going? We are moving south. We do have a plan but obviously until we have sold up here and signed down there, it best be kept sealed for now. It is going to be in South Australia, Victoria or Tasmania. We have looked at schools in Adelaide with intentions for the children to board there at secondary level.

On July 24th through Ray White Rural in Brisbane we will be offering our total land aggregation of 6705 acres. Further to this we will be offering the successful purchaser the opportunity to purchase

250 stud breeding females along with next year's sale bulls, plant and equipment and fodder on hand. In some way it could be purchased as a going concern.

We are keeping the stud going. The Raff Angus name and brand will be kept. We already have 370 stud heifers in the south with another 100 odd destined to go also. This will allow us to select 200 of the best females for stud duties with the remainder pushing across into a 100% Raff Angus commercial herd. Over the years, with the exception of those going to stud duties, almost all of our bulls sold for breeding have gone into crossbred cow herds. We have never been able to access meaningful carcass data and so many of some truly elite genetic bulls have simply become lost in the vast nature of the environment we sell into. We are excited by the thought of being able to retain ownership of these genetics and be able to follow their progeny right through to actual carcasses hanging on the hook ... the ultimate indicator of genetic excellence.

The selling of bulls at an on-property auction on one day of the year regardless of seasonal conditions or current market is a high risk. There are not many business models in any industry that financially invest over a three year period to then rely on most of their annual income to come on that one sale day.

Our intentions for future bull sales when we move south is to service those clients that want to follow us, throughout Australia, with bulls from the paddock. After individual client consultation the bull's type (both pedigree and phenotype), price, age and everything in between will conclude with the delivery of bulls back to your farm. We are *not* going to target more clients or are we going to hold annual auction sales. We simply desire to service our loyal clients who have supported us over the many years. For our elite stud animals that we choose to sell then we would initially consider an annual event like the Sydney Show Sale.

We are having a bull sale this year – if the property sells then this will be our last on-property sale in Queensland. It is our 50th year of breeding Angus seedstock starting with four aged cows in 1965. Our sale date has been brought forward to work with the potential property settlement date. On **Monday 10th August** we will be offering 105 bulls. To add to the celebration of this our fiftieth year of Angus Seedstock production we are offering more elite sires – including Raff Hercules H411 who was awarded Grand Champion Angus Bull at Beef Australia just recently and placing 3rd within the Interbreed Champions of Champions section.

It has been an extremely difficult decision for Anna and I to make. I am respectful of what Mum and Dad have achieved from humble beginnings in 1965 and grateful to know we have their total support. I am forever grateful of the many loyal clients we have been associated with over the many years and look forward to that continuing. It is far from the end - just a restructure and the beginning of a new chapter in an industry I am so passionate about.

*Sincerely,
Andrew Raff & Family.*

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